

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION**

**July 17, 2008**

**Radisson Hotel  
500 Leisure Lane  
Edgewater D Meeting Room  
Sacramento, CA 95815**

**MINUTES**

**Agenda Item 1 – Call to Order and Chair’s Welcome**

Vice Chair David Kears called the meeting to order.

Commissioners Present: David Kears, Vice Chair  
Carla Dartis  
Maria Minon, M.D.  
Molly Munger

Commissioners Absent: Hector Ramirez, Chair  
Don Attore  
Eleni Tsakopoulos-Kounalakis

Ex Officio Member Absent: Diane Levin  
Joe Munso

Vice Chair Kears served as Chair of the commission meeting on behalf of Chairman Ramirez who was absent. Vice Chair Kears welcomed members of the commission who were present.

**Agenda Item 2 – Executive Director’s Report**

Kris Perry, Executive Director, presented video clips that highlighted recent public education and outreach accomplishments, and provided an update on the following items:

Corporate Partnerships

First 5 California recently secured an official partnership with KCRA-3 on My 58, the number one rated morning show in Sacramento. KCRA Television now features regular monthly segments entitled “First 5’s Top 5.”

Media and Legislation Issues

First 5 California has taken measures to address the state budget crisis and negative media coverage, which have stemmed from legislative attempts to redirect Proposition 10 funds. As a result, First 5 California took a three-pronged approach to address these issues:

1. Help at the local level by providing counties with counseling and messaging to address media inquiries and support county commissions with proactive media outreach to highlight local programs and outcomes.
2. Convene workgroups with the Association to explore the feasibility of pursuing a joint solution in response to the budget crisis.
3. Help the state during this fiscal crisis while also upholding First 5's voter mandate to protect the needs of California's youngest children.

### Statewide Conference

In May, more than 800 people attended the "First 5's Next 5: Roadmap to Readiness" statewide conference in Anaheim.

Art Rolnick of the Federal Reserve Bank of Minneapolis kicked off the statewide conference with a keynote address to highlight the positive economic impact of early childhood development. Other keynote speakers included Harriet Meyer, President of the Ounce of Prevention.

Ms. Perry thanked First 5 state and local commissioners and staff who attended, participated and contributed to this year's conference.

### Awards Ceremony

The KCET/PBS series, co-sponsored by First 5 California—*A Place of Our Own* and *Los Niños en su Casa*, were nominated for a Daytime Emmy Award. These nationally televised shows received recognition at the Emmy Award Ceremony. Ms. Perry attended the award ceremony and noted that she was honored for the show to be nominated and receive this type of recognition.

### National Events

Ms. Perry and Sarah Neville-Morgan, Deputy Director of Program Management, led a team to a one-day working session at the National Association for the Education of Young Children (NAEYC's) 2008 Professional Development Institute in New Orleans. This special symposium consisted of national experts and peer-to-peer facilitated roundtables with 22 other states.

The National Governor's Association recently hosted a Best Practices Symposium in Denver to promote Early Childhood Advisory Council leadership. Ms. Perry reported that 32 states have taken some action to create an Early Childhood Council within their state. Ms. Perry served on the California team with Diane Levin from the Secretary of Education's office and Camille Maben from the California Department of Education.

Commissioner Munger and Ms. Neville-Morgan attended the Birth to Five peer advocate roundtable, convened by the Ounce of Prevention Fund in Chicago. This national alliance brought together state-level advocates engaged in advancing strategic, coordinated, and sustained advocacy efforts to increase investments in high quality, research-based early childhood development services for at-risk infants, toddlers, preschoolers and their families.

### Research and Evaluation

In June, RAND released the results of its California Preschool Study titled “Prepared to Learn: The Nature and Quality of Early Care and Education of Preschool-Age Children in California.” The report gave a mixed review of the quality of California’s preschool programs. However, the study singles out the First 5 Power of Preschool matching grant programs in San Francisco and San Mateo counties as two of the highest quality models of public preschool in California.

The Oral Health Education and Training project, also known as First Smiles, released its final evaluation report. The report included the following highlights:

- About 15,230 California dental and medical providers recently attended a First Smiles training.
- More than 90% of providers who completed the First Smiles course reported being satisfied with the training, learned new information and skills and believed they could apply the information in their practices.
- Female dentists were significantly more likely than male dentists to start seeing children at younger ages.

### Community Outreach

First 5 California continues to reach out to the Asian-Pacific Islander population in Los Angeles on childhood obesity prevention. First 5 also worked with county commissions in the Northern Sacramento Valley to look for ways to communicate more effectively with the growing Hmong communities.

The Leading Ladies for the School Readiness pilot program continues in five counties, gaining visibility for the importance of school readiness. First 5 is assessing the programs effectiveness.

First 5 continues to secure *Univision* segments to reach out to Spanish speaking families. Segments on the *Kit for New Parents* and childhood obesity prevention messages aired on *Univision* stations in Santa Barbara, Monterey and Fresno during March and April.

Ms. Perry facilitated a large, multidisciplinary, multisector coalition that has convened three “Water Cooler” meetings in Sacramento. The goal of these meetings is to move forward collectively in building an advocacy plan on behalf of a cohesive birth to five agenda. The Water Cooler’s next step is to form smaller workgroups to discuss and reach consensus on relevant policy issues.

### Administration

First 5 California accomplished the execution of all annual agreements required to support program operations for this fiscal year and those agreements approved by the Commission related to various programs and mission critical objectives.

Year-end closing of First 5’s fiscal records is a heavy workload and intensive process. First 5 conducted a two-level fiscal reconciliation of its records as a client agency of the Department of General Services (DGS). First 5 met its June 30 obligations to DGS and officially close its books in August of this year.

The Department of Finance is First 5's contract auditor and First 5 will soon be engaged in FY 2007-08 audit activity with an audit completion date of October 2008.

Since the state is without a budget, First 5 California cannot disburse or reimburse program funds for FY 2008-09 that have not been accrued until the FY 2008-09 state budget is signed by the Governor. County commissions have been notified of the impact of a late budget in First 5's July County Connections newsletter. First 5 continues to process requests for the disbursement of funds to DGS to ensure that payments can be quickly scheduled through the State Controller's Office when the budget is signed.

For the first time, First 5 released to county commissions a FY 2008-09 Disbursement Schedule. The Schedule lists all First 5's planned disbursements and reimbursements for this current year. The Schedule assists county commissions in tracking report dates, as well as planning for the receipt of funds from First 5 California. The Disbursement Schedule was posted on First 5's Web site and will be updated annually.

Ms. Perry announced that First 5 is looking at ways to be proactive and solution oriented, while preserving the intent of Proposition 10 and looking at how to work in a bigger arena of the State's budget crisis and how First 5 can offer help.

**PUBLIC COMMENT:**

Commissioners Dartis and Minon asked whether the budget situation or interruption in funds would negatively affect programs serving children and families at the county level or elsewhere.

Ms. Perry replied that First 5 continues to evaluate the nature of specific budget cuts to determine whether or not those cuts affect children 0 to 5 and are consistent with the Act. Ms. Perry also stated that First 5 would be able to meet its financial obligations until a state budget is passed.

Vice Chair Kears stated that during these difficult times, First 5 should be clear on its message, be willing to cooperate and work within the context of the law and the context of what First 5 strives to achieve and accomplish.

Vice Chair Kears shared his appreciation to Ms. Perry for her forceful messages on behalf of First 5 and other partners who share the Commission's mission to improve the well-being of young children.

**Agenda Item 3 – First 5 Association of California Report**

Sherry Novick, Executive Director of the First 5 Association, provided an update on Association activities:

- The Association received a new two-year grant from the David and Lucile Packard Foundation to support continued work in expanding preschool to children at risk children around the state.
- The Early Childhood Mental Health project, designed to strengthen local work in the area of children's social and emotional health and develop statewide strategies, will be used as a basis for a statewide policy action plan that would:

- Establish a comprehensive developmental screening and screening for maternal depression as part of well child and prenatal care;
- Access reimbursement for early childhood mental health screening, assessment and treatment;
- Implement a statewide social marketing campaign to promote behaviors that enhance young children's social and emotional health; and,
- Establish a statewide system for training multidisciplinary early childhood professionals.
- The southern region launched its Southern California Alliance for Learning and Results. A contractor was hired to review the evaluation efforts of county commissions, create a central repository of evaluation findings, identify common performance measures, assess their comparability and facilitate common regional approaches to evaluation.
- The bay area region adopted a shared policy framework that links the work of individual counties. This framework assists counties in collaborating on policy work being done in each county.
- County commissions are working with their local partners in government and the private sector to identify ways First 5 revenues can be of greatest help to sustain programs and protect vulnerable children and families during the budget crisis.
- Some commissions have established loan funds to help providers who rely on state reimbursements.
- At a time when cutbacks are undermining almost every other source of prevention funding, the role of First 5 has been noted as especially important.
- Ms. Novick quoted one county supervisor who also serves as a First 5 commissioner as saying, "First 5 investments in 0 to 5 are helping me manage all the other programs I'm responsible for – the ones for children and families who didn't get help early enough."
- Nearly every county commission is involved in increasing access to pediatric oral health for low-income children. The Association took its first step on forming a First 5 Oral Health Statewide Network. The Network's first meeting, scheduled on July 31 at the California Dental Health Association Foundation, focuses on the development of a framework focusing on the positive and preventive aspects of First 5 programs.

#### **PUBLIC COMMENT:**

Commissioner Dartis thanked local commissions for working with other agencies to try to ease the disruption of services of children and families. She was pleased to hear about the grant from the Packard Foundation to support learning activities. She inquired about the policy work and the legislative agenda as it looks at the integration of preschool along with the other critical integrals of care at different age groups.

Ms. Novick responded the concern on developing programs for three and 3- and 4-year-olds, as it draws off of services for children who are essential to making the economy of childcare for 0 to 3 work. She noted that policy needs to grow out of real life experiences and that First 5 has actually played a role to help bridge the tension between preschool versus infant/toddler care as it funds the whole continuum.

## **Agenda Item 4 – Committee Reports**

### **4a – Public Education and Outreach**

Elisa Bupara, Director of Communications, reported that staff met with the Public Education and Outreach Committee to discuss First 5's:

- Ad Request For Proposal process approved by the Commission last July
- 800-KIDS-025 line utilized to distribute the *Kit for New Parents*
- Corporate Partners program and hard to reach communities
- Recent media coverage related to the state budget and Proposition 10

Ms. Bupara reported that Commissioner Minon garnered some media coverage as well. Commissioner Minon stated that she participated in a program on the *Univision* network related to Latino pride, which aired nationally. First 5 will try to obtain the television clip and include it in the next media report.

Commissioner Munger asked for an update on the RFP process and the topics of the next advertising campaigns.

Ms. Bupara responded that because the process was still ongoing, First 5 had to maintain the confidentiality of the process. Several bidders made it to the oral presentation phase and those interviews took place July 15 and 16. First 5 plans to post the Notice of Intent to Award on July 23 and hopes to execute a contract by July 31.

Ms. Bupara further explained that the Public Education and Outreach Committee discussed the need to start thinking about possible future campaigns. The ad contractor would conduct an environmental scan of what is out there and where First 5 could have the greatest impact. Recommendations would be made first to the Committee and later to the Commission.

**PUBLIC COMMENT:** None.

### **4b – Research and Evaluation**

Stacie Sormano, Deputy Director of Research and Evaluation, reported that the Research and Evaluation Committee met to discuss the Commissions proposed contribution to the California Health Interview Survey and how information on children 0 to 5 will benefit the work of First 5 California.

**PUBLIC COMMENT:** None.

### **4c – Legislation**

Marsha Jones, Chief of Legislative and Governmental Affairs reported that the Legislative Committee took positions on four bills:

- Oppose on SBX3 16 (Cox), the third legislative attempt by Senator Cox in the last two years, would divert Proposition 10 revenues to fund the Medi-Cal and Healthy Families programs and the State's General Fund.
- Support on SB 1298 (Simitian) would establish the development of an education data system to support program evaluation to help identify programs effective at improving different measures of student performance. The bill would also provide

connections between K-12 and other systems, including preschool to promote information sharing and evaluation as students move across systems.

- Support on SB 1475 (Torlakson) would require the Department of Developmental Services (DDS) to establish a two-year pilot project to provide methods instruments and systems of care between regional centers and school districts for the early identification and assessment of children 0 to 5 years of age with Autism Spectrum Disorders (ASD). The bill specifies that funding be requested from First 5 California and other sources.
- Support on SB 527 (Steinberg) would require the pilot program to establish best practices for early screening, diagnosis, referral and treatment for children with ASD. The bill would require DDS to establish an advisory committee of stakeholders to assist in coordinating the pilot program and directs DDS to apply to First 5 California and other sources for funding the pilot program.

Commissioner Dartis asked what the financial impact would be for funding the two-year pilot programs. Ms. Jones responded that fiscal estimates from the Assembly Appropriations Committee range from \$1-2 million for SB 527 and \$750,000 - \$1 million for SB 1475. Ms. Jones indicated that estimates included startup costs and the two-year pilot programs.

**PUBLIC COMMENT:** None

### **Agenda Item 5 – Legislative Update**

Marsha Jones, Chief of Legislative and Governmental Affairs, provided a brief update on state legislation and a synopsis of the legislative budget process.

First 5 California continues to publicly state its intent to be of assistance in the budget crisis, while also upholding and complying with the statutory mandate to protect the needs of, and vital services to California's youngest children.

First 5 is in on-going discussions with the Association and county commissions on joint efforts in this regard. Legislative education continues with meetings and message documents to stakeholders and legislative leaderships that provide key data to support the following top-level statements:

1. First 5 is the largest and most stable funding source of health coverage for children up to age 5 in California.
2. First 5 is the only statewide group providing developmental screening to children up to age 5.
3. First 5 funds what experts consider some of the best high quality preschools nationwide.

First 5 continues to work with legislators and stakeholders on important legislation and is involved in two important preschool reform bills.

- SB 1629 (Steinberg) establishes an Early Learning Quality Improvement System Committee and names First 5 as a possible funding source. Depending on the final language in the bills, it is likely to cost in the range of \$500,000.

- AB 2759 (Jones) consolidates the State Preschool program, the Pre-kindergarten Family Literacy program and the portion of the general child care and development program that serves three- and four-year-olds into one preschool program, establishing the California State Preschool Program.

By serving as a potential funder of SB 1629 and the two autism pilot program bills, First 5 is demonstrating that it is averting a fiscal impact on the state's general fund, while supporting the continued development of policy.

Vice Chair Kears noted that as a former member of the Blue Ribbon Commission on Autism, he feels a commitment to families and advocates to keep moving forward, even if it can only be in the form of relatively small pilot programs.

**PUBLIC COMMENT:**

Mickey Richie (Regional Council of Rural Counties) rose to point out that Budget Committees had also referred the poison control program to First 5 for funding since it largely serves children under five years of age.

**Agenda Item 6 – Mid-Year Strategic Plan Update**

Kris Perry, Executive Director, presented the first mid-year report on progress toward the objectives in the First 5 California 2008 Strategic Plan.

The status of this plan's implementation confirms the strength of the plan in mapping out a new commission direction drawing upon the best of the past and focusing our energy and resources to achieve the future we have charted.

Ms. Perry reported that the infrastructure is in place to track and monitor progress under each goal area through custom-designed Web-based system that allows staff to see what has been accomplished. Sixteen objectives are complete, including all that were due by June 30 and 8 that are not due until the first half of next year. Completed objectives to date include:

As outlined in the Strategic Plan, the vision of First 5 California is to ensure that all children in California enter school ready to achieve their greatest potential. First 5's mission is by 2012, to be recognized as California's unequivocal voice for children 0 to 5 to ensure greater equity in their readiness for school. Further, the Strategic Plan is organized in five strategic goal areas:

1. Focus on Policy Development
2. Invest in Program Development
3. Broaden Public Awareness
4. Enhance Research and Evaluation, and
5. Strengthen Organizational Operations and Systems

From October to before May, First 5 tracked progress on the strategic plan using standard spreadsheet software. In May, the Information Technology (IT) staff engaged in a project to improve the tracking system. In early June, IT staff rolled out the new Strategic Plan tracking system that was found to be intuitive, innovative, and efficient. From that point forward First 5 staff have used the Strategic Plan tracking system to



manage plan activities. Ms. Perry demonstrated how this system connects people to the plan through a program and provided an update on completed objectives to date:

**Strategic Goal #1: Affiliations – Implement a comprehensive policy agenda that elevates the needs of children 0 to 5.**

**Objective 1.1.1**

First 5 California staff are represented in and/or associated with more than 51 organizations that emphasize early childhood development, health and education. With First 5 staff's strategic involvement in these organizations, we have created an opportunity to foster partnerships to further the First 5 mission.

**Objective 1.1.2**

First 5 staff were represented at three major convenings:

- The National Governor's Association Annual Conference;
- The NAEYC Professional Development Summit; and,
- The Ounce of Prevention's Birth to Five Peer Advocate Roundtable, a national alliance that brings together state-level advocates who are engaged in advancing strategic, coordinated, and sustained advocacy efforts to increase investments in high-quality, research-based early childhood development services for at-risk infants, toddlers, preschoolers, and their families.

First 5 California also led a small delegation of early childhood development leaders from California to visit Educare Centers in the Midwest and will host and facilitate a meeting with the group of delegates to keep the momentum going toward building a birth to 5 coalition.

First 5 continues to seek out partnership opportunities and is eager to continue its leadership and participation with both state and nationally-affiliated groups and projects.

**Objective 1.2.3**

Staff continue to meet with legislators and stakeholders to advocate First 5's position on early childhood development, including targeted messages for legislative leadership that emphasizes the value and accomplishments of First 5 California and the county commissions.

First 5 is also actively involved in legislative matters. The Commission supports key legislation that makes important policy changes in the areas of state preschool reform and special needs.

**Objective 1.3.1**

Staff have continued to build relationships with the Administration, legislators and advocates to work on health-related legislation. The Commission demonstrated its commitment with its pledge of \$20 million to support children's health care reform. In addition, First 5 actively cultivated partnerships with legislative leadership to support preschool reform legislation, as well as autism pilot programs.

**Objective 1.4.2**

First 5 California is leading a Workforce Systems Development Project in collaboration with The Packard Foundation and the University of California at Berkeley's Center for the Study of Child Care Employment to make recommendations for an exemplary Early Childhood Educator (ECE) workforce development system using the NAEYC principles. Staff are also generating media coverage and working with the California Department of Education to fund the ECE competencies project.

First 5 California was asked by Preschool California to support the release of the RAND California Preschool study by providing statewide and county data on First 5's Power of Preschool program. Staff developed a high level overview on the Power of Preschool program design, funding mechanism, reimbursement structure, quality standards, and county participation data as of March 2008. First 5 also provided individual county profile data for the nine counties highlighting the number of children served, the qualification levels of teachers serving children, the collaborative partners involved, local evaluation efforts, county innovations, unique program characteristics, and local funding provided for the past three fiscal years.

**Strategic Goal #2: Signature Programs – Establish a distinctive set of sustainable health and education programs for children 0 to 5.****Objective 2.1.1**

First 5 California finalized the agreement with the California State University, Sacramento Center for Collaborative Policy to facilitate development of the criteria that will be used by the legacy workgroup to assess the ongoing viability of programs implemented prior to January 1, 2008.

The planning to plan phase is essential to ensure the process for the development of program assessment criteria will not only assist with the review of past achievements, but help to build First 5's legacy for the future.

**Objective 2.4.1**

Staff have developed a process to improve the likelihood that effective programs will continue beyond the initial funding phase. This will enable First 5 to optimize and manage our resources while ensuring a high level of quality.

**Objective 2.4.2**

Staff developed sustainability language for new program applications that requires funding applicants to develop a sustainability plan with benchmarks to ensure the long term viability of any new program.

**Objective 2.4.3**

Staff have developed evaluation protocol language that will be included in all future agreements to ensure programs are evaluated and a process is in place for continuous program improvement.

**Strategic Goal #3: Broaden Public Awareness – Build recognition and generate support for the needs of children 0 to 5.**

### **Objective 3.2.2**

Staff established partnerships with:

- The Health and Human Services Agency to publicize SB 7, the ban on smoking in a car with a young child, by producing a 1-page flyer for the *Kit for New Parents*.
- The First Lady by participating in WE Connect, a public-private partnership to link families with services and resources.
- CDE on the ECE competencies project to develop an articulated course of study for ECE professionals that aligns curriculum with preschool and infant and toddler learning foundations.

### **Objective 3.2.4**

First 5 California has enlisted several partners to increase parent education, including KCRA, where Ms. Perry has made regular appearances with information for parents, and corporate sponsors that are assisting with dissemination of information, including Chef Lala, Hobee's, and Westfield Mall. These partnerships have also provided visibility for county-specific programs.

### **Strategic Goal #4: Enhance Research and Evaluation – Assess the value of programs for children.**

No objectives were due this year under this goal area, but progress continues toward creating a comprehensive data system and establishing the Center for Results.

### **Strategic Goal #5: Strengthen Organizational Operations and Systems – Provide quality and cost-effective services to our partners.**

#### **Objective 5.2.1**

Work has commenced on a fiscal tracking system. Business rules, technical requirements, database structure, and user interface development have been established. First 5 staff anticipate the initial release of the system will be in September 2008, which will encompass the tracking of agreements (contracts, purchase orders, agreement amendments, etc.). The program disbursement model, invoice model, and the high-level fiscal overview models are slated for release the first quarter of 2009.

#### **Objective 5.2.2**

Fiscal data reports have been developed to track revenues, expenditures, and all components of the fiscal operation that are subject to the Commission's annual audit by the Department of Finance. A summary of these reports and their purpose will be presented at the January 2009 Commission meeting.

#### **Objective 5.3.1**

As part of the final audit response to the Bureau of State Audits, First 5 staff developed a comprehensive Contract Procedures Manual. The manual has been helpful in insuring accuracy and consistency in all contracts and procurements and supports ongoing contract management training for staff.

#### **Objective 5.4.2**

An intranet has been developed for staff that allows on-going up-to-date tracking of all commission operations. Resources are added to this site on a daily basis in an effort to

streamline operations, enhance communications and build and strengthen First 5's internal capacity and infrastructure to connect staff to the Strategic Plan.

#### **Objective 5.5.1**

The staffing structure of the Commission has been realigned to carry out the Strategic Plan. Staffing resources have been increased in evaluation and contract/procurement, and temporary resources have been made available as needed in information and technology.

Ms. Perry closed by saying that First 5 will continue its commitment to concurrently conduct and improve day-to-day operations and to sustain and support those programs and projects currently funded by First 5 California. By moving forward together on its shared journey guided by the Strategic Plan, First 5 will continue to provide valuable services and resources to help our youngest children succeed and develop to their fullest potential.

Commissioner Dartis commended Ms. Perry and First 5 staff for taking time to build capacity to meet the challenges of the Strategic Plan, especially the upcoming delicate and difficult work of the legacy project.

Commissioner Munger commended Ms. Perry for her help planning and facilitating the "Water Cooler" meetings convened by the Advancement Project over the past few months. She said this is an example of a creative approach to long-term investment in policy. She also noted that advocacy is pivotal to sustainability because policy change is key to the long-term sustainability of many programs.

Ms. Perry stated that strong advocacy is an overarching principle, noting that First 5 can advocate better with good data, strong programs and a policy plan.

**PUBLIC COMMENT:** None.

#### **Agenda Item 7 – KCET Partnership Update**

Sarah Neville-Morgan, Deputy Director of Program Management, provided an update on the PBS science show.

First 5 California contracts with KCET and The Jim Henson Company to sponsor a Science Show for preschool children and their families. The contract has been signed by all parties and First 5 is working with the Department of General Services to get it executed.

"Sid the Science Kid" is a new educational animated TV series using comedy to promote exploration, discovery and science readiness among preschoolers.

- With the goals of building on preschoolers' natural curiosity about the world and showing that science is everywhere and for everyone, the show will feature real-time, computer-generated puppets.
- The main character is Sid, an "inquisitive preschooler" who uses comedy to tackle questions kids have about basic scientific principles and why things work the way they do.

PBS conducts focus groups on all programs that they showcase in their national morning kids block. The information from the focus groups resulted in some changes to the show:

- The title of the program changed to "Sid the Science Kid."
  - The title change was requested by PBS when focus group studies revealed the original title, "What's the Big Idea?" was confused with another PBS science series, and did not indicate to viewers that it was about science.
  - Kids did not respond to the name "Josh," but did to "Sid"
- The producers added diversity expert Dr. Sherryl Brown Graves from Hunter College to make sure the characters are portrayed in an ethnically correct way without evoking stereotypes.
- Family ethnicity was changed to: African American mother, with Caucasian Dad and Grandma.

The series is scheduled to debut on PBS Kids on September 1, 2008, with a two-year on-air commitment. Placement will be in the coveted morning "preschool block" of PBS Kids programming. The program will air daily Monday – Friday and is expected to be in more than 200 markets representing more than 90% of US TV households across the nation. Forty half-hour episodes of "Sid the Science Kid" have been produced for a total of eight weeks of new programs. PBS is scheduled to repeat each episode of the Series 12 times so the show will air continually for two years of broadcasting.

Within the 40 programs, there are eight cycle topics:

1. Science Tools: Measurement
2. Transformation and Change: Growth - Why are my shoes shrinking?
3. Senses: Touch/texture - Why is my shirt so scratchy?
4. Health: Oral Health - "Do I really need my teeth?" and Exercise - "Why can't I watch TV all day long?"
5. Simple Machines: Why do we need wheels?
6. Backyard science: Dirt - "What lives in the dirt?"
7. Weather: Wind
8. The Body: Stomach, Mind, Heart, etc.

KCET and PBS recently launched the summer preview of the "Sid the Science Kid" Web site (<http://www.pbskids.org/sid>).

- The full site will launch with the series premiere on Labor Day.
- This extension of the experience to the Internet is designed to further develop children's natural sense of wonder, discovery and curiosity. It is designed to help parents and teachers build a strong foundation for early science exploration.
- The site also features games for children, a video player to view show excerpts, and a fun book of printable activities.

Commissioners viewed a 3 minute video clip of "Sid the Science Kid." Commissioner Minon asked who contributed to funding the project. Ms. Neville-Morgan said funding came from PBS, First 5 California, Boeing, Rose Hills Foundation and others. The Jim Henson Company is covering additional costs until additional funding is obtained.

## **Closed Session Agenda Item 8 – Personnel Matters**

### **Agenda Item 9 – California Health Interview Survey Funding Authorization**

Stacie Sormano, Deputy Director of Research and Evaluation requested commission approval to continue fiscal support of the 2009 California Health Interview Survey (CHIS).

The survey provides the First 5 communities with valuable data to inform policy decisions and demonstrate the value of First 5 programs.

CHIS is a comprehensive population-based survey of California households conducted by UCLA Center for Health Policy Research in partnership with the California Department of Public Health, Department of Health Care Services and the Public Health Institute. The survey captures data on: health, childcare and preschool participation, positive parenting activities, social and emotional development, and developmental screenings.

CHIS employs a Governing Board to guide the direction of the survey with representation from Kris Perry, Executive Director, and several other collaborative partners who represent organizations with a vested interest in public health.

Initially, First 5 California provided general support to CHIS. Over time that support was modified to provide funding for specific survey questions related to children 0 to 5, including childcare and developmental screenings and health.

CHIS benefits the First 5 community and helps First 5 meet its statutory mandates in a cost-effective manner. CHIS also supports the Evaluation Framework and 2008 Strategic Plan. The data from CHIS will be integrated into the information technology system that will support the Evaluation Framework, allowing decision makers access to a variety of data related to the needs of children ages 0 to 5. In addition, the data provides critical information to support several of First 5's strategic goals related to advocacy, health care and new programs.

CHIS allows First 5 to leverage funds through partnerships with numerous federal, state and private agencies. Most importantly, data provides a strong foundation for making informed policy decisions, and demonstrates First 5 outcomes.

CHIS provides First 5 with reliable, accurate data to establish need and target resources without relying on inference because data specific to the 0 to 5 population for these measures does not exist outside of CHIS.

Implementing the Evaluation Framework will identify gaps in data and to the extent appropriate, First 5 will sponsor specific CHIS questions to gather data to fill those gaps in the future, which will dramatically increase the value of the survey.

Ms. Sormano requested the commission continue its fiscal support of CHIS questions and the maintenance of *health*Snapshots, a Web-based system through which county commissions and others can obtain information on local level health and development indicators.

**MOTION/ACTION:** Commissioner Minon moved that the commission approve funding of up to \$1,500,000 over a two-year period to continue fiscal support of the 2009 California Health Interview Survey. The motion was seconded by Commissioner Munger.

Commissioner Dartis asked if First 5 had to contribute to the development of the survey and maintenance of the Web site in order to use the survey. She questioned how First 5 determined the funding amount and the likelihood of other funding organizations would continue to fund CHIS beyond 2009.

Ms. Sormano responded that First 5 sponsors specific questions related to child development, childcare settings and education, which anyone can access on the internet through [www.askchis.org](http://www.askchis.org). First 5 funding covers the continuation and maintenance of the survey to identify any gaps in the data and utilize CHIS to fill those gaps. Additionally, Ms. Sormano noted that the continuation of funding from the 14 other funding partners is quite solid.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the members present.

#### **Agenda Item 10 – 2009 Commission Meeting Dates and Locations**

Marsha Jones, Chief of Legislative and Governmental Affairs, requested approval of the 2009 Commission meeting schedule.

The proposed quarterly meeting schedule suggests three meetings in Sacramento and one meeting in Southern California. The proposed meeting schedule is being recommended in recognition of several factors.

- First 5 California matching funds programs will be in maintenance business cycle until the legacy workgroup completes its review of existing programs, resulting in fewer action items brought before the Commission for approval next year.
- First 5 considered the state's budget crisis, including restrictions on travel as well as the political climate that warrants staying in Sacramento.

**MOTION/ACTION:** Commissioner Dartis moved that the commission approve the proposed Commission meeting calendar and locations for the 2009 calendar year. The motion was seconded by Vice Chair Kears.

Commissioner Minon proposed that commission meetings start at 10:00 a.m. as opposed to 9:00 a.m., which would allow commissioners to fly in the day of the meeting in lieu of coming in the night before. She also asked if it was possible to move the meeting day of Thursday to another day of the week.

Vice Chair Kears recommended First 5 staff survey commissioners to see what day works best for them.

**AMENDED MOTION/ACTION:** Vice Chair Kears moved that the commission approve the quarterly commission meetings to be held at 10:00 a.m. in the months of

January, April, July, and October for the 2009 calendar year. The motion was seconded by Commissioner Dartis.

**PUBLIC COMMENT:** None

**VOTE:** The motion was approved by a unanimous vote of the members present.

#### **Agenda Item 11 – Consent Calendar**

The commission considered approval of the consent agenda items:

- The March 20, 2008 Commission Meeting Minutes
- Ratifications to the follow agreements: CCFC 6810 A5, 6910 A2, 6943 A2, 7015 A2, 7073 A1, 7083, 7089 A1, 7091 A1, 7099 A1, 7099 A2, 7105, 7106, 7110, 7111, 7112, 7115, 7117, MOU 08-001, CFF 4534, 4534 A1, 4534 A2, 4536, 4541, 4547, 4550, 4551

**MOTION/ACTION:** Commission Munger moved that the commission approve the consent calendar. The motion was seconded by Commissioner Dartis.

**PUBLIC COMMENT:** None.

**VOTE:** The motion was approved by a unanimous vote of the members present.

#### **Agenda Item 9 – Adjournment**

Commissioner Munger moved for adjournment of the commission meeting. The motion was seconded by Commissioner Dartis and was approved by a unanimous vote of the members present.

The next scheduled commission meeting is September 18, 2008, in Sacramento.